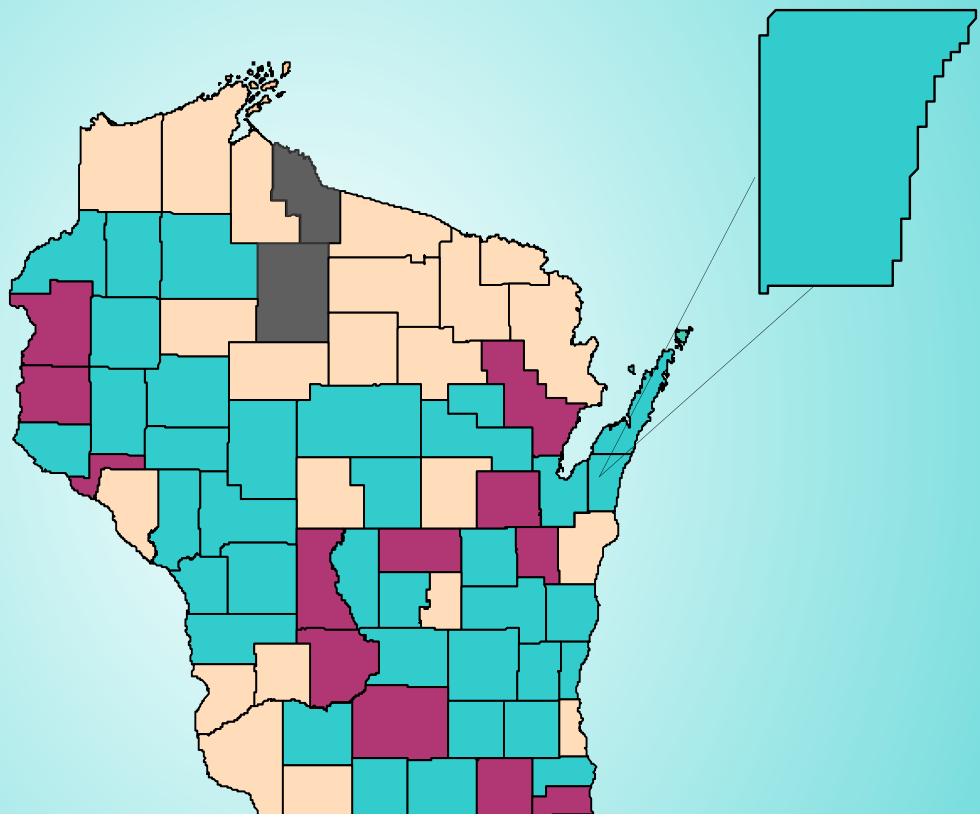


Kewaunee County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.

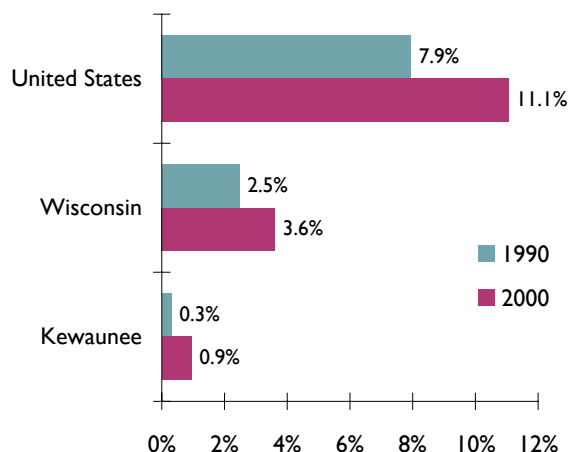


County Population

Kewaunee County's population has continued to grow at a slower pace than the state and nation in the two years since the 2000 Census. Since the Census, the population increased 300 for a growth rate of 1.5 percent. This is 0.2 of a percent less than the state. This continues the slow population growth rate from the 1990's when the county added 1,300 residents with a 6.9 percent growth rate for the decade. That compared to a growth rate of 8.7 percent for the United States, and 8.5 percent rate for Wisconsin.

The slower growth rate experienced in Kewaunee County can be attributed to a several factors, natural increase (births minus deaths) and net migration (residents moving to the area minus residents moving out of the county). Of the 1.5 percent growth in the population, 1.16 percent came from net migration. This is slightly lower when compared with other non metro areas, but compares well with the state increase of 0.94 percent. Like other non metro areas, the portion of residents coming from natural increase is quite small, only 0.33 percent. This is very close to the non metro amount of 0.24, but well below the statewide level of 0.74. The low growth rate in the county is typical of non urban counties. The trend for the non metro counties is a growing older population. And in many cases the population age has moved past the primary child bearing years. So growth in the popula-

Share of Foreign-born Residents

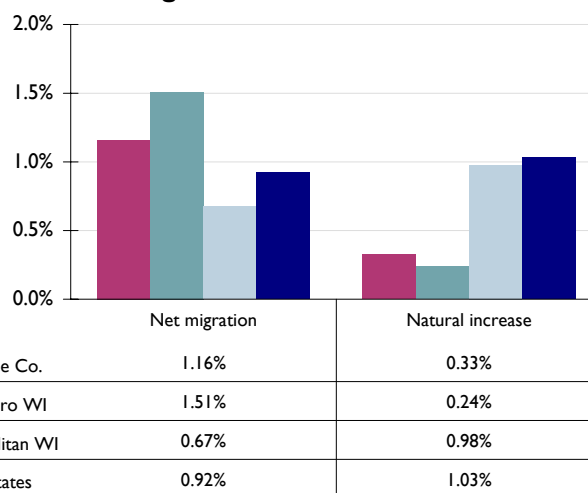


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Kewaunee County	20,187	20,487	1.5%
Largest Municipalities			
Algoma, City	3,357	3,348	-0.3%
Kewaunee, City	2,806	2,833	1.0%
Luxemburg, Village	1,935	2,017	4.2%
Red River, Town	1,476	1,511	2.4%
Luxemburg, Town	1,402	1,434	2.3%
Montpelier, Town	1,371	1,395	1.8%
West Kewaunee, Town	1,287	1,305	1.4%
Casco, Town	1,153	1,176	2.0%
Franklin, Town	997	1,016	1.9%
Carlton, Town	1,000	1,013	1.3%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

tion relies on in-migration. Unfortunately, Wisconsin as a state does not do well in this area.

The county also lags in attracting foreign born immigrants. Nationally, over eleven percent of the population was foreign born in 2000. This compares with less than one percent in Kewaunee County.

(Continued on page 2)

Kewaunee County Workforce Profile

Population Projections by Age Groups in Kewaunee County

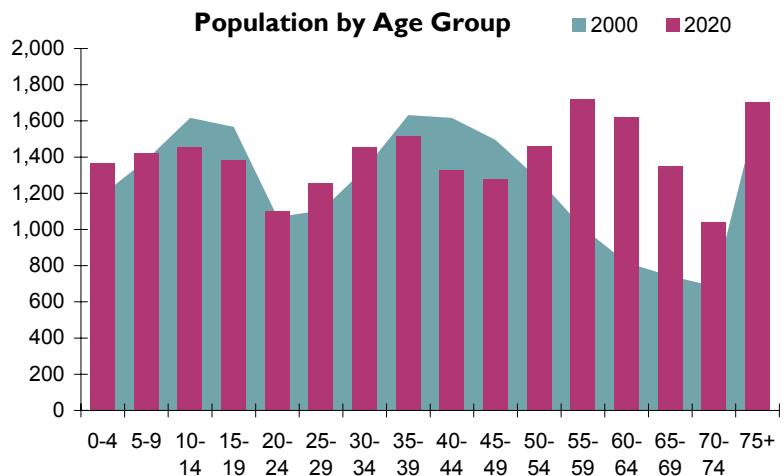
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	607	735	842	801	579	553	687	808	852	775	658	514	403	369	323	620
Female	586	650	775	766	490	551	646	824	764	719	616	495	414	374	363	1,028
2005																
Male	636	685	779	824	647	614	577	710	832	872	771	653	499	373	324	627
Female	609	662	690	743	630	557	590	678	845	775	724	626	488	377	342	1,006
2010																
Male	654	701	716	762	665	685	641	597	733	855	869	766	636	463	330	637
Female	627	673	693	661	610	708	599	622	697	858	780	737	618	444	345	961
2015																
Male	675	712	730	699	614	705	711	662	616	754	852	863	746	591	411	653
Female	647	685	703	661	540	684	751	629	638	706	860	791	725	561	406	928
2020																
Male	698	724	741	712	563	650	730	732	683	634	752	847	842	695	527	738
Female	668	698	714	669	539	606	723	784	645	646	707	872	778	658	514	968

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

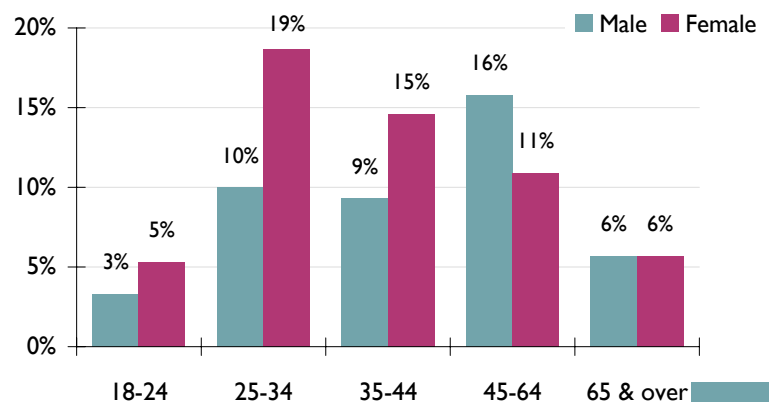
The table above shows the distribution of the county's population by age cohorts. If you look at the years 2010 and 2015 and compare the age groups of 15 to 19 with the age groups of 60 to 64 in the table, you will note that during that time frame the number of workers reaching retirement age will begin to outnumber those entering the labor force. The top graph on the right reflects this also.

In 2000, the median age of Kewaunee County's population was 37.5 years, which was older than the state median of 36.0 years or the national median age of 33.3 years. The county has greater percentage of residents aged 60 and older in the county than either the nation or state. Conversely, the county's population has far fewer residents aged 20 to 29. The county could be faced with a declining labor force in the near future. This could have some impact on retaining employers or recruiting new businesses to the area, if there are not enough workers to fill the company's needs.

Like most areas in the state, the county has a higher percentage of women with a bachelor's degree or greater than men under the age of 44. This follows state and national trends where women now make up about 65 percent of college graduates.



Percent of age group with at least a Bachelor's degree in Kewaunee County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The labor force is the sum of those employed and unemployed *that have actively sought work in the last month*. **A labor force eligible resident must be 16 years or older and not a member of an institutional population** such as a prison or an armed forces member living on a military base. The term “unemployed” does not necessarily include all people who are not working. For example, those who are retired or choose not to work are not considered unemployed. Another term used when discussing an area’s labor force is the participation rate of the labor force. This is the number in the labor force divided by the total population of the labor force-aged. A higher participation rate may indicate that employment opportunities are abundant, but it also means that an area has less reserves to fall back on in the case of business growth.

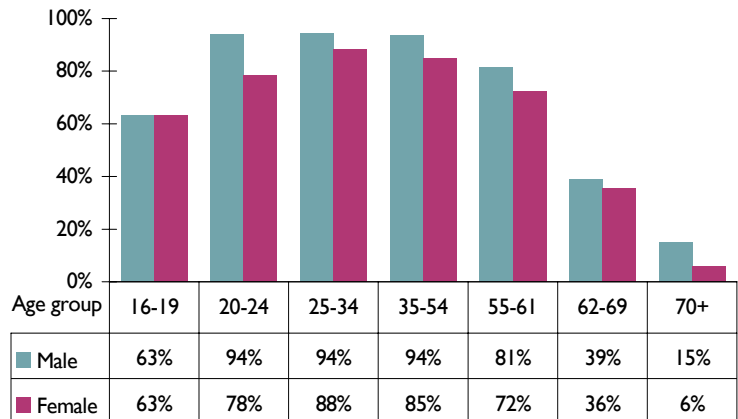
The State of Wisconsin historically has ranked in the top five states with high participation rates. Currently 73 percent of the labor force age population is in the labor force. This compares with only 66.9 percent for the nation. The participation rate in Kewaunee County lies somewhere between the national and state rates with 68.2 percent of the labor force aged population participating in the labor market.

Participation in the labor force varies between men and women as well as during different age ranges. For both men and women, the peak participation age is between the ages of 25 and 54. Normally the ages with the lowest percent of participation are 16 to 19 when a large portion of this population is still in school and also the age group beginning with age 62 when workers begin to leave the labor market for retirement. Although it should be noted that workers do work well beyond age 70.

The participation rate for women in the labor market has increased dramatically over the last half century. Currently it is very close to that of men, and follows the same basic patterns. Although it is still below that of men in most age groups, it does match it in the 16 to 19 age group where 63 per-

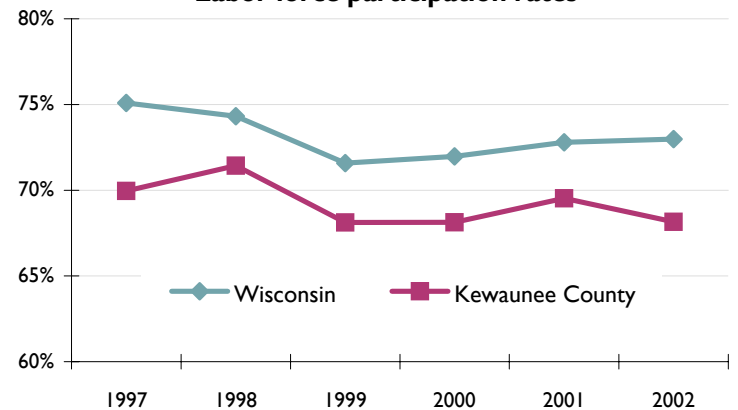
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Kewaunee Labor Force Participation by Age & Sex in 2000



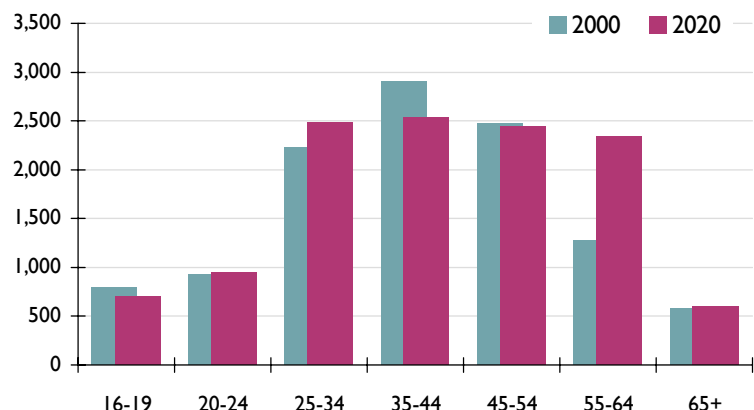
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Kewaunee County



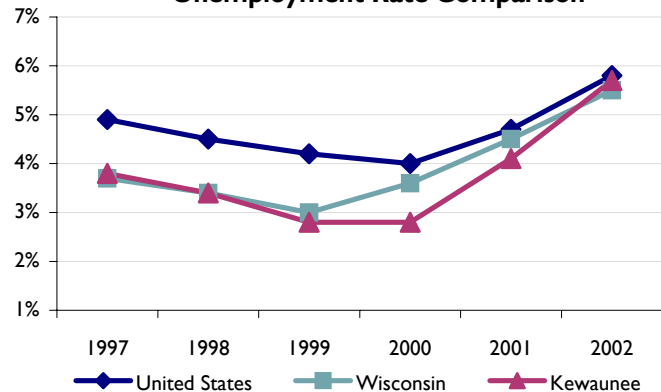
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Kewaunee County Workforce Profile

cent of that population is in the labor force.

The county's labor force size has remained very stable over the last six years. Like the labor force, employment levels in the county have not substantially changed in the last six years. During the last three years, there has been a small increase in the labor force, unfortunately this has not matched employment growth, as the number of unemployed has doubled since 2000.

Unemployment Rate Comparison



Kewaunee County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	10,607	11,013	10,393	10,650	11,053	10,761
Employed	10,205	10,643	10,104	10,356	10,595	10,150
Unemployed	402	370	289	294	458	611
Unemployment Rate	3.8%	3.4%	2.8%	2.8%	4.1%	5.7%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Most of the fastest growing jobs in the region require an associate or bachelor's degree. This is different than the list of jobs that expect the most openings in area. The two lists are quite different in wages and training requirements.

Although there are fewer opportunities for the fastest growing occupations, they offer substantially higher wages in the area, and are transportable to other regions of the state and country.

Many of the fastest growing occupations have a smaller number of positions in the area, so small growth will be a large percent of the field, while the occupations with most openings have a large number of jobs in the area, so it is more difficult to obtain a high growth rate. One other major difference between the two lists is that the fastest growth measures only new positions, while the list with most openings contains both new openings as well as openings created by workers leaving the occupations.

Bay Area Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$20.38
	Computer Soft Engrs Systms Soft	Bachelor's degree	\$23.35
	Network Systms/Data Comm Anal	Bachelor's degree	\$23.81
	Network/Computer Systems Admin	Bachelor's degree	\$22.13
	Computer Software Engrs Apps	Bachelor's degree	\$26.61
	Database Administrators	Bachelor's degree	\$21.75
	Personal and Home Care Aides	1-month or less training	\$8.44
	Medical Assts	1-12 mo. on-the-job training	\$11.51
	Medical Records/Health Info Techs	Associate degree	\$11.62
	Gaming Services Wrkrs	Postsecondary voc. trng	NA
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.38
	Cashiers	1-month or less training	\$7.50
	Retail Salespersons	1-month or less training	\$10.27
	Waiters/Waitresses	1-month or less training	\$7.11
	Registered Nurses	Bachelor's degree	\$21.98
	Customer Service Reps	1-12 mo. on-the-job training	\$14.56
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$17.61
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.64
	Office Clerks/General	1-month or less training	\$10.53
	Stock Clerks/Order Fillers	1-month or less training	\$11.33

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
Bay Area WDA includes Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano, and Sheboygan counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

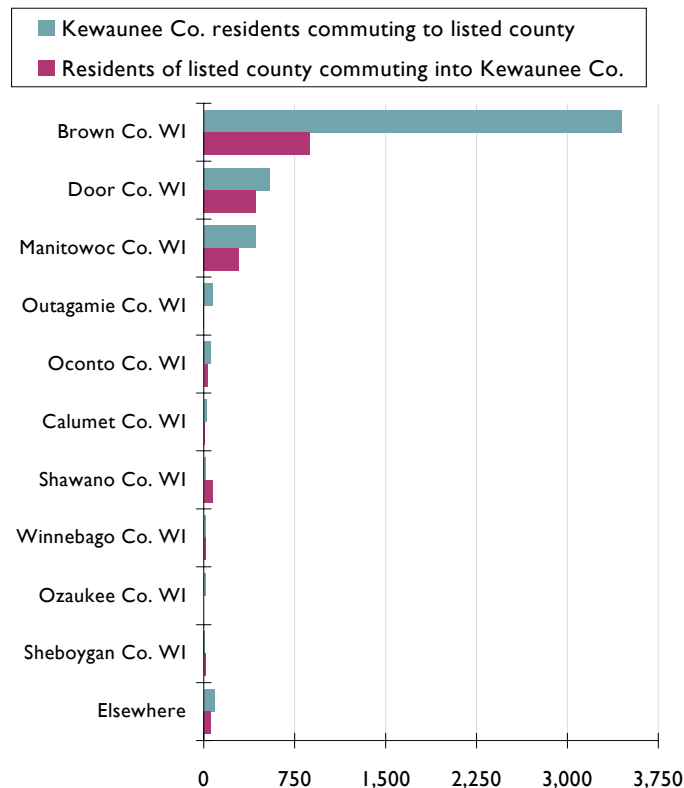
One area that the decennial census covers is where workers live and where they work. This is referred to as a commuting pattern. Generally these patterns have been in place for decades, and one can predict which counties gain or lose workers to commuting. Usually the biggest changes from census to census is either the number and the percent

of workers entering or leaving the county. Exceptions to this occur if there is a major economic change in a county.

Overall, Kewaunee County exports workers. On a daily basis, over 6,500 workers enter or leave the county for work. The county has a net loss of just over 2,900 workers in this exchange.

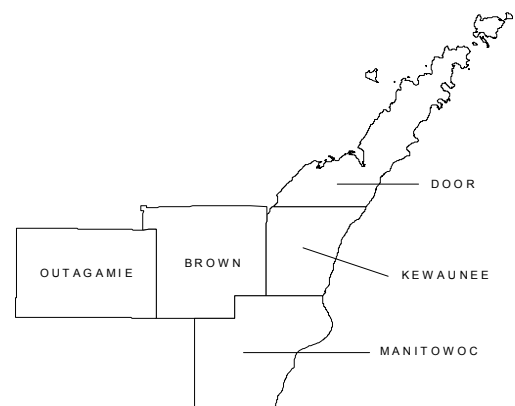
Much of this is due to its proximity to Brown County. Because Brown County's economy is larger than many of its neighbors' economies it offers a wider variety of occupational choices, more employment opportunities, and in many cases, higher wages. Together, such conditions often encourage workers to live in one place and work in another.

In the exchange of workers with Brown County, Kewaunee losses about 3,448 while receiving 876 for a net loss of 2,572. This is the largest loss of workers with any of the surrounding counties. In most cases the loss is closer to 100 workers or less, with the exceptions of Door and Manitowoc Counties. Shawano and Sheboygan Counties are the only two listed where there is a positive exchange in workers.



	Kewaunee Co. residents commuting to listed county	Residents of listed county commuting into Kewaunee Co.	Net gain or loss of workers
Brown Co. WI	3,448	876	-2,572
Door Co. WI	548	430	-118
Manitowoc Co. WI	427	292	-135
Outagamie Co. WI	75	3	-72
Oconto Co. WI	60	29	-31
Calumet Co. WI	23	7	-16
Shawano Co. WI	15	73	58
Winnebago Co. WI	14	13	-1
Ozaukee Co. WI	13	not avail.	not avail.
Sheboygan Co. WI	11	16	5
Elsewhere	88	59	-29

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



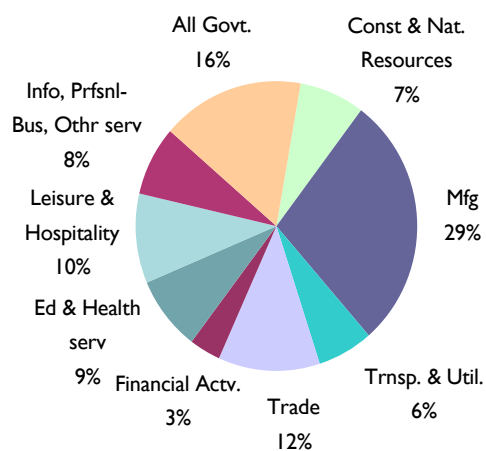
Industry Employment - Introducing NAICS (North American Industry Classification System)

Starting in January 2003, employment data has been based on NAICS rather than SIC. Most labor market users are quite familiar with the SIC (Standard Industrial Classification) system. The SIC system was developed in the 1930's as a measure of the nation's economy. The system has been revised nearly every ten years since that time, but it is still closely tied to manufacturing industries, as manufacturing represented nearly 50 percent of the economy then. The old SIC system not only emphasized manufacturing, but was also based on ownership rather than

output. If a manufacturer owned a store, it might be included with manufacturing employment rather than retail trade.

Since the inception of the SIC system, the nation's economic base has changed from manufacturing to service based. Currently less than 12 percent of the nation's nonfarm wage and salary employees are working for a business involved in the manufacturing process. In Kewaunee County, 29 percent of the county's jobs are in the manufacturing sector, about 250 percent the national average.

Kewaunee County Industry Distribution: 2002



With the change in the classification system, there is not a direct crossover to make a simple comparison with previous years' data. The table below shows an approximation of the difference in the classification systems. The new system places a stronger emphasis on the service sectors which have been growing faster than the goods producing sectors during the last 30 years. This should provide planners and counselors better and more timely information on changes that have occurred in the community and to project future change.

Of significance are the creation of new sectors to provide information on the information industry and

(Continued on page 7)

2002 Industry Employment in Kewaunee County: A comparison of two classification systems

NAICS Super-sectors	Employ- ment	Distri- bution	SIC Industry Divisions	Distri- bution
Construction, natural resources & mining	502	7%	Construction & Mining	8%
Manufacturing	1,911	28%	Manufacturing	30%
Transportation, warehousing & utilities	433	6%	Transportation, utilities & communication	7%
Trade (wholesale & retail)	790	12%	Wholesale trade	2%
			Retail trade	16%
Financial activities	235	3%	Finance, insurance & real estate	4%
Information, professional & business services, other services	531	8%	Services & misc (incl. agr, forestry, fishing)	18%
Education and health services	577	9%	Government	15%
Leisure & hospitality	661	10%		
Government	1,109	16%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

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the leisure and hospitality industry. These and other service sector jobs have shown more growth nationally. Many of the positions in the service industries are professional jobs, and will require a higher percentage of college educated workers. In the meantime, manufacturing remains the primary source of employment in the county.

Four of the ten largest industry groups in the county are within the manufacturing sector. Of the county's ten largest employers, five are manufacturers. While manufacturing remains important in the area's economy, it has also been one of the hardest hit in terms of employment loss, both locally and nationally with the latest economic slowdown including some of the companies listed below.

Top 10 Industry Groups in Kewaunee County

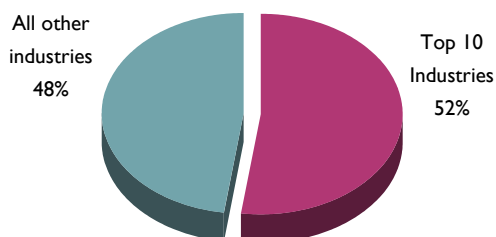
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Educational Services	3	616	15
Printing and Related Support Activities	*	*	*
Wood Product Manufacturing	*	*	*
Food Services and Drinking Places	31	389	-20
Utilities	*	*	*
Crop Production	*	*	*
Machinery Manufacturing	*	*	*
Animal Production	17	237	69
Food And Beverage Stores	11	232	-9
Fabricated Metal Product Manufacturing	6	231	16

*data suppressed to maintain confidentiality

Top 10 Employers in Kewaunee County

Company	Product or Service	Size
Wisconsin Label Corp.	Commercial flexographic printing	250-499
Algoma Hardwoods, Inc.	Wood window and door manufacturing	250-499
Nuclear Management Co. LLC	Fossil fuel electric power generation	250-499
Luxemburg-Casco Public School	Elementary & secondary schools	250-499
Floral Plant Growers LLC	Floriculture production	250-499
Kewaunee Fabrications LLC	General purpose machinery manufacturing	250-499
Kewaunee School Dist.	Elementary & secondary schools	100-249
County of Kewaunee	Executive & legislative offices, combined	100-249
The Vollrath Co. LLC	Kitchen utensil, pot, and pan manufacturing	100-249
N E W Plastics Corp.	Plastics bottle manufacturing	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Kewaunee County Workforce Profile

Notwithstanding the industry's growth in the 1990s, the number of workers in the manufacturing sector has declined since 1979. The growth of the 1990s has reversed since 2000. Despite decreases in the number of workers in the industry, it retains a large influence on the community in terms of jobs and wages. It has the fourth highest average annual wage of the industry groups. Although the average annual pay per worker is slightly lower than the trade, transportation and utilities industry, there is no other industry that contributes as much to total wages paid in the county, nearly sixty million dollars in annual wages. This makes up almost one third of all the wages paid in the county and provides over one fourth of all the jobs in the county, even after losing more jobs than any other sector in 2002

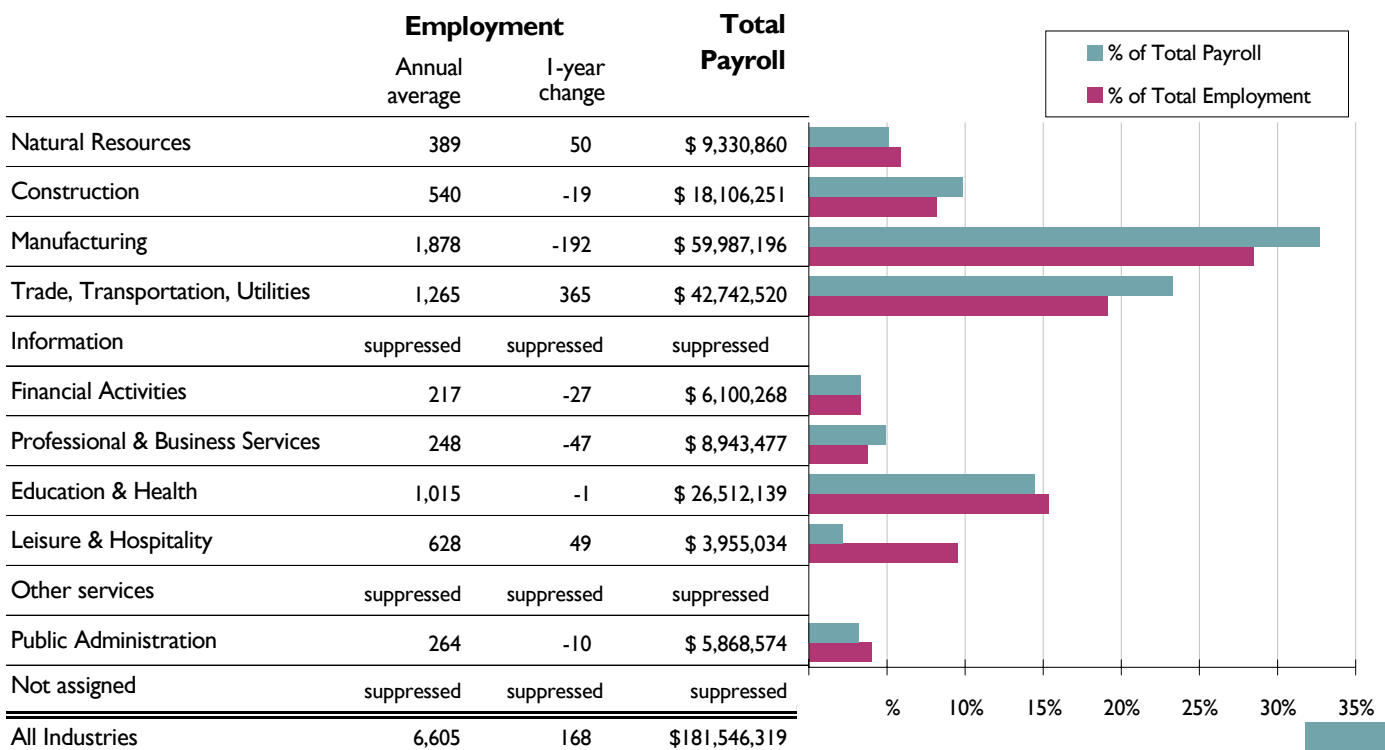
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	I-year
	Wisconsin	Kewaunee County	Wisconsin	% change
All Industries	\$ 32,422	\$ 27,789	86%	9.0%
Natural resources	\$ 25,481	\$ 23,987	94%	-1.5%
Construction	\$ 39,649	\$ 33,530	85%	-3.0%
Manufacturing	\$ 40,584	\$ 31,942	79%	-1.5%
Trade, Transportation, Utilities	\$ 28,422	\$ 33,789	119%	69.7%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 28,112	70%	8.1%
Professional & Business Services	\$ 36,324	\$ 36,062	99%	54.2%
Education & Health	\$ 33,768	\$ 26,120	77%	-0.4%
Leisure & Hospitality	\$ 11,837	\$ 6,298	53%	-7.3%
Other services	\$ 19,500	suppressed	suppressed	suppressed
Public Administration	\$ 33,769	\$ 22,229	66%	9.3%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Another important industry in the region is the trade, transportation and utilities industry. This industry has the highest annual wages in the county and is at 138 percent of the state average. It also provides over 23 percent of the county's total wages.

2002 Employment and Wage Distribution by Industry in Kewaunee County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent) and transfer payments (social security, insurance, welfare, pensions) divided by mid year total population estimates.

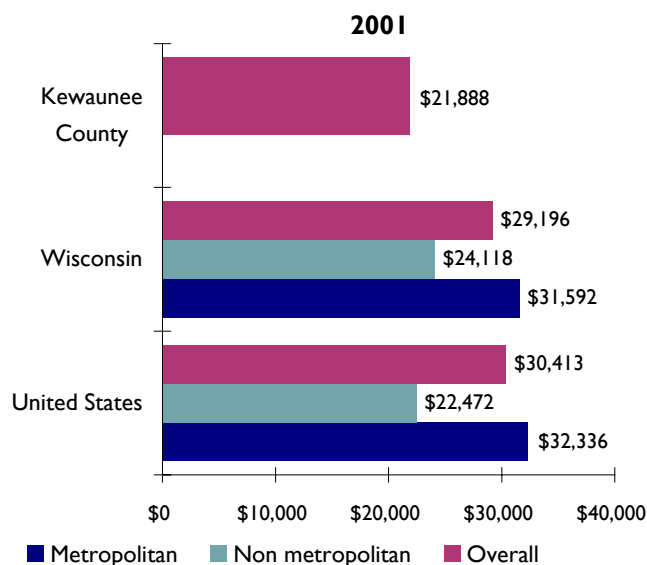
Like the state and nation, the majority of PCPI in Kewaunee County comes from net earnings, with smaller percentages coming from dividends, interests payments and transfer payments. The percent from net earnings is lower than the state and na-

tional average. This is offset with a higher percentage coming from the other two sources. Most likely the higher percent coming from transfer payments is a result of an older population with a higher percent receiving benefits such as Social Security.

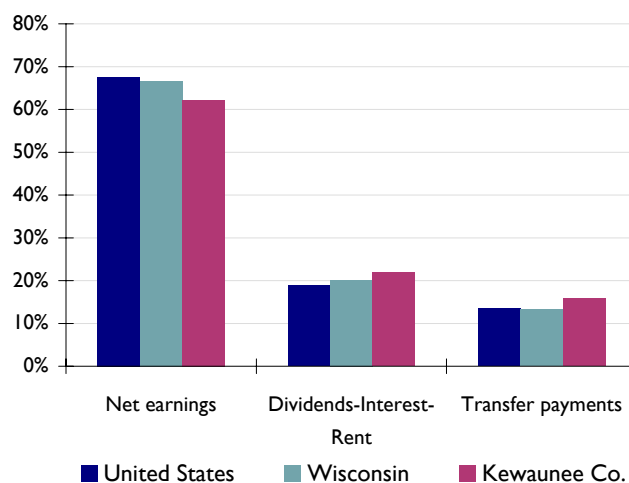
PCPI in the county was \$21,888. PCPI was lower than the state level of \$29,196 and the national level of \$32,336. The PCPI was unchanged over the last year and has grown significantly slower than the state or nation over the last five years.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Kewaunee County	\$18,733	\$19,354	\$20,730	\$20,870	\$21,892	\$21,888	0.0%	16.8%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

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